

From: How To Academy <[REDACTED]>

To: j <jeevacation@gmail.com>

Subject: Have a Good Day: Transform your Working Life| Neil Jordan on Film| Bird Safari at Knepp Castle|TED sensation leading Neuroscientist Dr Daniel Levitin

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Newsletter January 2017

www.howtoacademy.com



10.02.2017

**How to Have a Good Day:
Harness the Power of
Behavioural Science to
Transform Your Working Life**

Following last year's sold-out talk, the inspirational **Caroline Webb** is back in the UK. If your New Year's resolution is to maximize your energy, get the best from every conversation, and wake up each morning your smartest, wisest, most creative self, then this is the event for you.



15.03.2017

An Evening with Neil Jordan

A rare opportunity to hear a master of modern cinema Neil Jordan on his award-winning films, novels and creative process.

The films he has written and directed have won multiple awards, including an Academy Award (*The Crying Game*), a Golden Bear at Venice (*Michael Collins*), a Silver Bear at Berlin (*The Butcher Boy*) and several BAFTAs (*Mona Lisa* and *The End of the Affair*).



how to: HIGHLIGHTS



16.01.2017

The Life and Legacy of Margaret Thatcher

Charles Moore and Sir David Cannadine in an unmissable conversation. Chaired by Eliza Filby.

Britain's first female prime minister has been the subject of several biographies but, until now, no historian had given his or her verdict on the Iron Lady. David Cannadine's new book is therefore itself a historical event, and we are delighted to host this unique discussion between Mrs Thatcher's authorised biographer and one of our leading political historians.



17.01.2017

Make Big Decisions, Be More Resilient and Change Your Life For Good

with Helen Russell

This talk by the bestselling author of *the Year of Living Danishly* will explain how to cope with changing work lives and evolving relationships, the benefits of new beginnings, the secrets of decisive people and what makes changes last – and will uncover the practical life lessons we can all use to thrive when change is afoot – and inject some freshness and magic if it's not.





23.01.2017

Make Sense of a Complex World with leading neuroscientist Dr Daniel Levitin
with Dr Daniel Levitin

Join us for an evening with Daniel Levitin, one of the world's leading Neuroscientists, bestselling author of the *Organized Mind* whose TED talk has had over 3 million views.

In this unmissable talk on how to make sense of a complex world, Daniel Levitin will show how living in a world where the line between truth and lies is increasingly blurred by euphemistic terms such as 'post-truth'...



24.01.2017

An Evening with David Salle on How to See: Looking, Talking and Thinking about Art.
with David Salle

David Salle is the leading American postmodernist painter, the shaping spirit of a movement which provocatively took the entire history of art as its raw material as well as subject matter. His works are mysteriously original, yet everything they contain has had a life elsewhere: in paintings, in advertising, in comics, in photographs, yet somehow the result is all art. To coincide with his new book – *How to See: Looking, Talking and Thinking about Art ...*





06.02.2017

**Read Minds: A Journey into
Neuropsychology**

with Barbara J Sahakian and Julia
Gottwald

Barbara J. Sahakian, Professor of Clinical Neuropsychology, University of Cambridge, and Julia Gottwald, PhD student at Department of Psychiatry, University of Cambridge in an unmissable talk on one of the most remarkable and game-changing new techniques in neuroscience – functional magnetic resonance imaging, or fMRI which allows us for the first time to observe brain activity in real time, non-invasively: in a limited sense, to 'read minds'.



13.02.2017

The Power of Play to Innovate
with Steven Johnson

Steven Johnson, the international best-selling author of *How We Got To Now*, whose TED talk has had over 1 million views, in a talk on innovation and the future of technology seen through the history of play: the subject of his major new book, praised by Bill Clinton, Steven Pinker and Malcolm Gladwell- *Wonderland : How Play Made the Modern World*.

Play has always been more important than most people realise. In this unmissable talk on the power of play and delight...





how to: TRAVEL & EXPERIENCES



11.05.2017 - 14.05.2017

Weekend retreat in Spain, near Seville
with Alexandra Harnden & 5 more
speakers

Join us for The how to: Academy's annual May retreat in Andalucia, the birthplace of Velasquez and Picasso, of Segovia – the father of modern classical guitar – and of the poet Lorca.

We will be staying at the astoundingly beautiful Trasierra – 'the hotel for people who don't like hotels' – a country retreat in the hills an hour north of Seville, a hidden estate with views across to the Mediterranean and Morocco.



20.04.2017 - 21.04.2017

Recognise Birdsong at Knepp Castle, Sussex
with Tim Dee

Dawn chorus in the spring is a magical experience and nowhere more so than at Knepp Castle.

We will leave on the afternoon of the 20th April from Victoria on the Gatwick Express then be driven to the Knepp Castle Estate.

The adventure will start with cocktails then Tim Dee giving an illustrated talk on listening to and recognising Birdsong.





how to: LIFESTYLE



20.02.2017

Control Your Mind (A Journey into what Neuroscience can do for us)
with Caroline Williams

What makes us smarter? Visiting top neuroscientists in their labs, Caroline Williams challenged researchers to make real changes to her imperfect brain. She sought to improve on weaknesses such as her limited attention span and tendency to worry too much, and then branched out into more mysterious areas such as intelligence, creativity, and the perception of time.

Trying everything from high-tech brain stimulation to meditation, adding bolt-on senses and retraining her stress response...



16.03.2017

How to be Calm in a Busy World (The Things You Can See Only When You Slow Down)
with Haemin Sunim

This talk by the multi-million bestselling author, Haemin Sunim, a Buddhist monk born in Korea and educated in the United States, will advise us on everything from handling setbacks to dealing with rest and relationships.

Haemin Sunim's simple messages – which he first wrote when he responded to requests for advice on social media – speak directly to the anxieties that have become part of modern life and remind us of the strength and joy that come from slowing down.





how to: BUSINESS



02.02.2017

A Masterclass in Innovation and how to Inspire Great Ideas

with Rod Judkins

In this interactive workshop Rod Judkins, the bestselling author of *The Art of Creative Thinking*, will give a Masterclass in Innovative Thinking that can be applied to any discipline, and which promises to be indispensable for anyone who wants to think and live more creatively.



02.02.2017

Become an Entrepreneur without giving up your day job

with Patrick J. McGinnis

You want to launch a business, try something new and make yourself more employable, but you don't want to lose the security of your job. You no longer have to choose. Instead, you can become a 10% entrepreneur.



03.02.2017

Business Masterclass: Write Better Copy

with Steve Harrison

How to make sure that what you have written gets seen, engaged with and acted upon.

Whether you're a one (wo)man band drumming up work from your prospects, an established business trying to get more from that mysterious thing called "content", or you simply need to persuade your colleagues to adopt your point of view, the secret of writing effective copy lies in ...

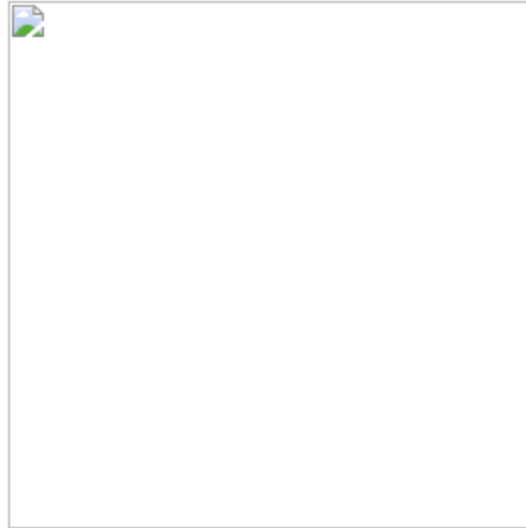
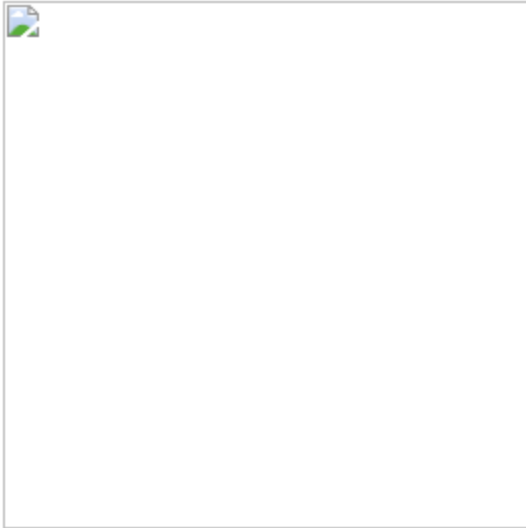
10.02.2017

Business Masterclass: The Millennial Generation: How to engage and manage the next generation.

with Dr Eliza Filby

Millennials (those born after 1980) now make up a quarter of the UK population and are the largest generation in history. They are however often poorly characterized as narcissistic, afraid of hard work and overly optimistic.

In fact, the opposite is true; they are incredibly entrepreneurial, creative, value-driven and ...

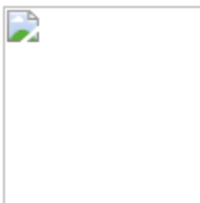


17.02.2017

Business Masterclass: Influence
with Gavin Presman

How to Influence with integrity (the art and science of yes)

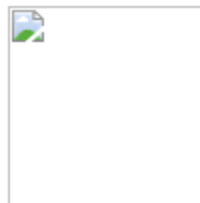
Whether in your personal or professional life, it is likely that you need to influence others to create results. You will need to hear yes more than no if you want your projects and passions to be realised. This interactive and engaging seminar will support you to do that in a way...



20.02.2017

Business Masterclass: Sell (The art of getting anyone to say yes to anything)
with Gavin Presman

Do you sometimes realise that your job relies as much on changing minds, as on your particular specialist skill? Do you sometimes struggle to get people to buy what you're selling, whether it's your product, your ideas, or even your personality? Have you ever wondered why some people can persuade others effortlessly?





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